

Lizaveta Gerasimava, Growth Product Manager

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PROFILE

Mobile apps enthusiast and growth-focused product manager with 2.5+ years of experience in the subscription-based mobile apps and B2B sector. Specializing in growth product areas, I excel in optimizing onboarding processes, boosting engagement and retention rates, and delivering measurable growth. Passionate about leveraging innovative strategies to enhance user experiences and drive business success.

EMPLOYMENT HISTORY

Mar 2023 — Present

Growth Product Manager, Rave Digital

Minsk

Apps portfolio:

- **LangShop AI Language Translate**

Responsibilities:

- Engaging with decision-makers and C-level management to ensure the app's value is clearly understood, and aligning annual business strategies with market opportunities
- Creating and coordinating quarterly growth roadmaps
- Launching and managing growth product tweaks and A/B tests end-to-end, as well as executing web pushes, email campaigns, and marketing ads
- Developing product features (AI implem., tran. edits and etc.) and consulting on future product opportunities
- Crafting and publishing case studies/testimonials to highlight the app's value, differentiation, and use cases
- Guiding the marketing team in enhancing Shopify growth metrics from activation to trial
- Coordinating efforts among development, design, and marketing teams to ensure seamless collaboration and project execution

Main results:

- Increased monthly revenue growth to 16% and stabilized it after a year of stagnation
- Raised trial activation to 8% through onboarding and trial initiatives
- Achieved official certification from Shopify for the LangShop app, "Built for Shopify," the highest level of recognition and achievement in the platform
- Optimized email chains, resulting in up to 9% increase in open and click rates
- Established a culture of weekly and monthly growth and marketing reporting and collaboration

Jul 2021 — Dec 2022

Growth Product Manager, Apalon

Minsk

Apps portfolio:

- **Clime: NOAA Weather Radar Live** (iOS and Android)
- **Weather Live°** (iOS)

Responsibilities:

- Actively working on defining the growth and product opportunities in the apps basing on data analysis and researches, as well as upcoming customer and market requests
- Launching growth product tweaks and A/B tests end-to-end: campaigns design and dev., rollout & management
- Quarter roadmap definition and product metrics increase planning with executive team
- Close cooperation with product, marketing, analytics, legal, design and development teams to coordinate the ongoing growth work and support the teams on upcoming questions
- Backlog fulfilment and tasks prioritization based on ICE scoring framework
- Growth, product and marketing brainstorm coordination and participation: UX researches, product metrics increase, growth&product features requests
- Reporting and collaborating culture advancement: weekly tasks & A/B tests progress reporting to the teams worldwide, checklists and documentation creation

Main results:

- Stabilized trial growth to 15% and t2p to 8% within one year
- Created an onboarding that increased new user activation and real openings by 12%
- Alongside with product and analytical team, successfully implemented monthly subscriptions and other monetization tweaks like paid ads, resulting in a 6% increase in total revenue
- Implemented retention campaigns (push-notification strategy and in-app activities) that reduced churn rate by 12%
- Reaching #1 in the weather category during natural disasters with developing real-time disaster response features and campaigns (as a result, up to 20% in app activation)

- Established first growth team in a company from the scratch with colleagues, creating essential systems and reporting methods, adopted throughout the organization

Sep 2019 — Jun 2021

Translator, Mulberry C.

Minsk

Responsibilities:

- Translating and interpreting (English and Italian languages)
- Teaching foreign languages in different age groups (adults and children) with levels from A1 to B2, exam admission
- Creating individual learning materials and programs basing on language knowledge and interest
- Document management: translating and interpreting reports, students progress journals, feedback outputs

Main results:

- Received positive feedback from 90% of students and parents for creating effective and engaging learning & translating materials
- Developed customized learning programs that resulted in a 20% increase in student engagement and retention
- Successfully increased student language proficiency, with an average improvement of one language level within 6-8 months

Jan 2018 — Jun 2019

Incoming specialist, Lufthansa

Minsk

Responsibilities:

- Visa issue support (documents management, business communication with embassies, consulates worldwide)
- Accommodation, welcome and transfer services of tourist and business groups in compliance with the requirements of business and international protocol
- Incoming requests and calls processing
- Translating and interpreting
- Business events organization management

Main results:

- Organized and managed business events for world-known brands like Bill & Melinda Gates Foundation
- Coordinated accommodation, welcome, and transfer services for over 5000+ tourist and business groups, ensuring compliance with business and international protocol
- Provided accurate and timely translation and interpretation services, enhancing communication and understanding for international clients

EDUCATION

Sep 2015 — Jan 2020

Intercultural communication, Minsk State Linguistic University

Minsk

May 2019 — Sep 2019

Translation & interpretation, Misrecordia di Firenze

Florence

LANGUAGES

English

C1

Russian

C2

Italian

B1